OPTIMIZATION IN IMPLEMENTATION OF PUBLIC SERVICE INFORMATION SYSTEM IN SOUTH BANJARMASIN DISTRICT, SOUTH KALIMANTAN

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Abstract

The importance of public service information systems is currently a high level of need. This is based on the consideration that the population growth in Indonesia is very rapid, the level of needs and the growing economy, as well as the effectiveness and efficiency of handling public services. The public service information system in question is a service system based on information technology, where the availability of applications and capable systems facilitates the achievement of providing optimal services to the community, as well as learning for the community so that they can realize the importance of personal documents so that the fulfillment of service needs can be carried out easily and quickly. The components of this public service information system include service applications, authorized government official structures, competent government employees, and clear service procedures. This can be realized along with the level of need for efficiency in the implementation of task performance and service delivery from government employees to the public.

Keywords: *information systems, public services, service efficiency*

INTRODUCTION

The quality of public services in all regions in Indonesia is currently experiencing significant progress, which is reflected in the governance system that implements public service programs in all fields. Currently, almost all service sectors have utilized technologies that support and provide impacts effectively, efficiently, and accurately. The public no longer has doubts and ignorance about the desired service information, because all the information needed is available and can be easily accessed using information technology that has become a public facility for individuals in society. The interests needed by the public today can be seen and accessed via smartphones easily and quickly, so that the public can understand the steps and procedures that must be followed.

According to Kurniawan, (2016), "public service is the most visible criterion of government performance. This is because the public can directly assess government performance based on the services it receives. As a result, the most fundamental thing that must be changed immediately is the quality of public services in all ministries or government agencies." Following the ratification and implementation of Law Number 25 of 2009 on Public Services, the implementation of public services is mandated to continue to improve quality in order to provide convenience, ease, affordability and benefits to the community. Moreover, with advances in technology and science, the world has now entered the Industrial Revolution 4.0 era.

If public service providers are unable to adapt to the various changes that occur in this era, they will be eliminated from the competition and will lose public sympathy and trust. To maximize public services, service development must be carried out innovatively. Service innovation, as a relatively new product, will certainly be able to replace traditional ways of providing services. Halvorsen et al., (2005) said that: "innovation in the process of providing public services in government bureaucracy is born because of certain motivations, namely; career, idealism, self-fulfillment, money (salary), prestige, professional recognition and potential spin-off businesses. The public is also increasingly aware of their rights as citizens who always expect the best service from public service providers. " Marom, (2015) argues that: "the incentive occurs at the individual level, while motivation is developed at the organizational level for the dissemination of policies, ideas or reasons, financing growth, problem solving (to achieve targets), additional personnel and public relations." In Indonesia, optimal public services have not been

realized. There are a number of problems related to before the creation of this online application; people have difficulty getting permits, especially for those who live far from the city center, where the licensing office is located. In addition, this internet service seeks to avoid illegal levies; this is transmitted based on the experience of local people in (Taso, 2022).

SInta Journal Publication

No.	Journal Title	Writer	Title	Method	Sinta	Year
1.	Journal of Public Administration	Goddess Sulfa Saguni	Employee Performance in Improving the Quality of Health Center Services	Qualitative	Synta 4	2023
2.	Journal of Social Sciences and Public Administration	The Story of Mr. Djoko Susanto	Quality of Public Services Through the Application of Information Technology-Based Population Administration System (Sakti) in Semampir Village	Qualitative	Synta 4	2021
3.	Journal of Public Administration	Friday Harianto Fatman	Collaborative Governance-Based Public Services at Andi Mattalata Port, Barru Regency	Qualitative	Synta 4	2023
4.	Journal of Technology and Open Source	Rabby Nazli	Modeling of Mobile Applications for Village Public Services (Smart Village) Based on Cloud Computing	Qualitative	Synta 4	2019
5.	Regional Development Planning Agency of Central Java Province Working Paper	The Story of Suharyo Joko Purnomo	Realizing Public Services in an Electronic-Based Government System: The Role of the Central Java Provincial Communication and Information Service in 2018-2023	Qualitative	Synta 4	2023

The five journals are an empirical reference framework for researchers, where each journal presents public services based on information systems, but has not yet presented the concept of a public service information system for the community. The reality of the less than optimal implementation of public services in Indonesia can be seen through data from the Indonesian Ombudsman as a public service supervisor as mandated in Article 35 of Law Number 25 of 2009 concerning Public Services has conducted an assessment of the implementation of government for the level of ministries/institutions, provincial governments and district/city governments throughout Indonesia. Based on the results of the assessment carried out on 25 ministries, 14 institutions, 34 provincial governments, 98 city governments and 415 district governments, in 2022 it was found that the number of agencies included in the green zone was 52.96%. The number of public service providers assessed included 586 agencies, but those included in the green zone were 272 agencies (46.42%), the yellow zone was 250 agencies (42.66%), and the red zone was 64 agencies (10.92%).

RESEARCH METHODS
The quantitative descriptive approach is a research and understanding process based on methods that investigate social phenomena and human problems. In this approach, researchers create a complex picture, examine words, detailed reports of respondents' views, and conduct studies in natural situations. This research approach is very suitable for the topic presented. Public services based on information system technology discussed relate to ease in accessing service information, handling community interests and needs, minimizing physical documents, human resources in services, ease in document validation, and long-term continuity of information bases.

RESULTS AND DISCUSSION
Results
According to Riris Katharina, Siti Chaerani Dewanti et al. (ed. 2020) several aspects of discussion in optimizing the provision of public services based on information systems in the South Banjarmasin sub-district, namely as follows.
1. Handling of community interests and needs
    Information regarding the types of services provided in Banjarmasin Selatan sub-district includes those that have accessibility to other government institutions, including:General Information Letter Service Standards,Marriage Certificate Service Standards,Service Standards for Moving Certificates,Service Standards

for Certificates of Inability to Pay,Standard of Service for Certificate of Good Conduct,Birth Certificate Service Standards, AndDeath Certificate Service Standards. All types of public interest services require connectivity from other related government institutions, so that the public needs to know the desired service procedures, where the flow of the information system required to provide these services is mostly implemented or obeyed directly by the public. Several sources that the author obtained stated that most people do not know the entire flow and procedures for obtaining the desired service, so the first step they must take is to seek information, with the following details.

    a. Asking people closest to 21 people (56.76%),
    b. Coming directly to the sub-district, as many as 9 people (24.32%),
    c. Asking for help from people close to them/familiar people, as many as 6 people (16.22%), and
    d. Don't know what to do, as many as 1 person (2.70%).

Based on these results, it can be seen that a large number of people do not yet know the information about the procedures for obtaining the services they need. This is indeed a common phenomenon that people tend not to understand the public services they can get as long as they do not need them.

2. Ease of accessing service information

The public service information provision facilities needed by the community in recent years have been intensified by the Banjarmasin City government, which is then forwarded through direct information from each sub-district, namely by installing banners regarding public services that are often provided. The sub-district government in Banjarmasin City has never conducted counseling or provided information directly to the community, because this is considered ineffective. The sub-district and city governments of Banjarmasin have so far been promoting service applications through their parent websites, so that the public can easily access information regarding procedures, stages, and required requirements.

Based on the sources obtained by the author, it was stated that the majority of the community does not yet understand access to information about the services needed, with the following details.

    a. Not yet aware of any application related to the services provided, as many as 17 people (45.95%),
    b. Still unable to operate the application, as many as 11 people (29.73%),
    c. Still do not understand the importance of using the application, as many as 7 people (18.92%), and
    d. Technologically ill, 2 people (5.41%).

Based on these results, it can be seen that a large number of people are not familiar with public service applications, so they need to learn and understand how to use them.

3. Minimize physical documents

The progress in the field of information technology currently in Banjarmasin City in particular, and in Indonesia in general, is still not accompanied by the accessibility of mobilization of physical documents from public services provided, where the public is still required to take care of, hold and validate the physical documents needed to utilize the public services they want. This shows that public services based on information systems are still not optimally implemented. Based on the sources obtained by the author, it was stated that the majority of the community is still bothered by the fulfillment and administration of physical documents as a requirement in receiving the required services, with the following details.

    a. Requires physically required service forms, as many as 23 people (62.16%),
    b. Have to make the necessary forms themselves, as many as 8 people (21.62%),
    c. Asking for help from people who have access to the sub-district office, as many as 5 people (13.51%), and
    d. Don't know what to do, as many as 1 person (2.70%).

Based on these results, it can be seen that a large number of people need service forms so that they can utilize the necessary public services.

4. Human resources in service

The role of human resources has been separated in the application of technological progress, where it is a unity of the management information system, which places human resources as the most important aspect. The progress of information technology is inseparable from the function of human resources as the main support. As with a machine or technology, which can only function properly if there is an operator who turns it on and runs it. Public services using advanced information technology still require human resources to perfect the services provided. The presence of competent and responsible people makes the management system run well. Service personnel who are directly in contact with the community will begin to be limited because they have been replaced by information systems such as service applications, so that the role of humans as service providers is more directed at socializing the use of information technology. Based on the sources obtained by

the author, most of the community expressed concerns about the human aspect or human resources of ASN who provide public services in South Banjarmasin District, with the following details.

    a. Only certain employees are able to direct the public to use the application for the services they need, as many as 21 people (70.27%),

    b. People are required to download the application and try to operate it, as many as 7 people (18.92%),

    c. Some employees do not know the function of the service application they have, as many as 3 people (8.11%), and

    d. Preferring manual services compared to using service applications, as many as 1 person (2.70%).

Based on these results, it can be seen that the government's service applications are still relatively new and have not been socialized directly to the public, so that the public still does not understand the effectiveness of using the services needed.

5. Long-term continuity of information base

The continuity of the information system is intended for a long period of time when the documents of public information are needed, so that the information system that is run can be useful for anyone who needs it in the future. The storage of the required documents is absolute both physically and non-physically, where the efficiency of the information system based on information technology does not require a lot of physical storage media, because the documents in question are mostly in electronic form. In this aspect of the continuity of the long-term information base, the researcher did not express the opinions of the community, but tended to be more directed at the sub-district employees who directly became personnel in the implementation and implementation of the public service information system, where the details are as follows.

    a. Employees understand the importance of a public service information system with non-physical information data storage facilities, as many as 9 people (56.25%),

    b. 5 people (31.25%) do not consider documentation management in the public service information system important.

    c. Physical documents are still needed so that they can be easily understood directly by the public, as many as 2 people (12.50%), and

    d. It is still more practical to manage documents physically, as many as 1 person (6.25%).
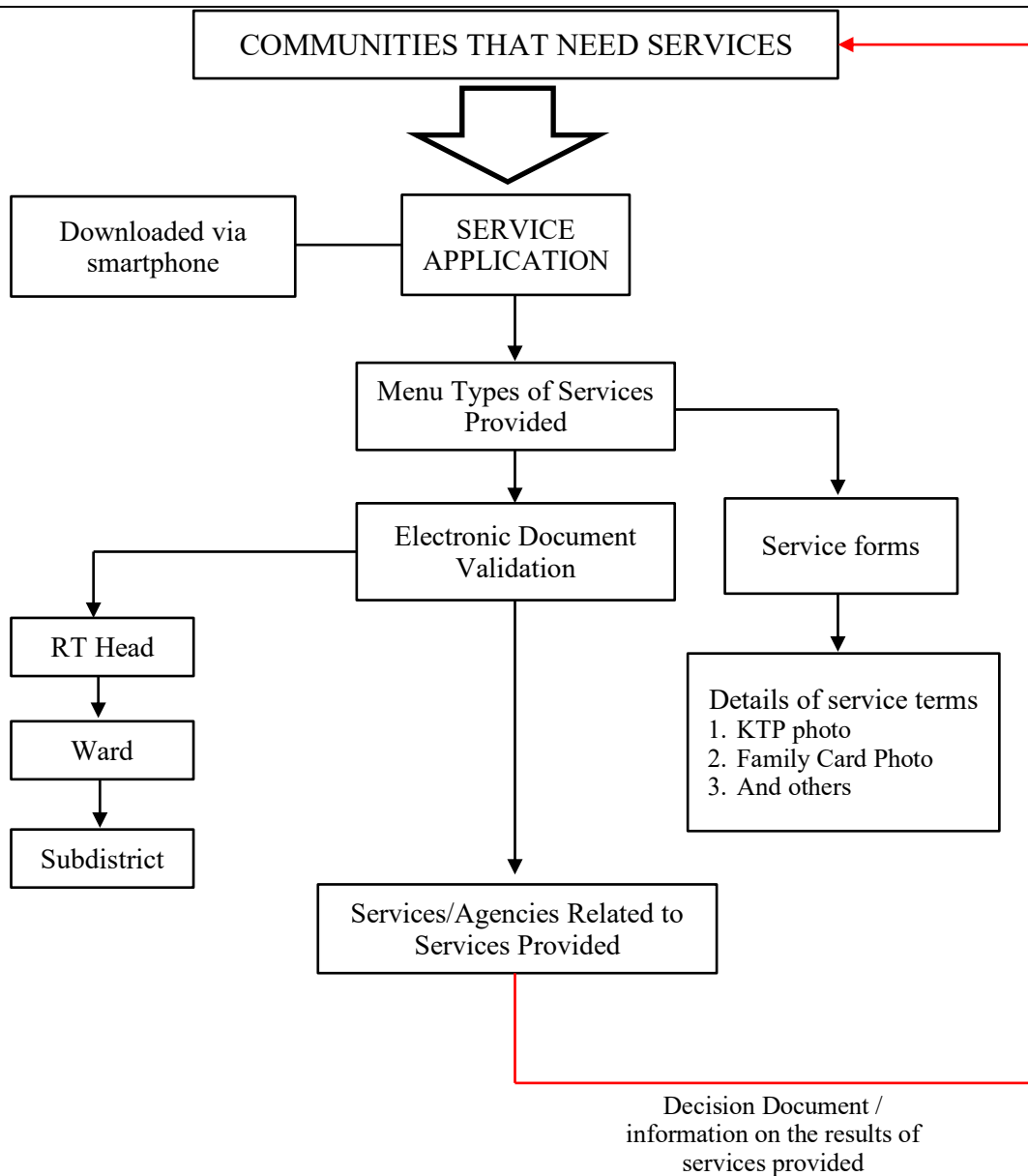
Based on these results, it can be seen that the use of applications and management of public service documents is considered important considering that the management of these documents will be more efficient and effective as information data about public services that have been provided.

Discussion

The use of public service information systems has now become a very important need, where it is intended to adjust to the development of information technology that is already very high. The use of applications from smartphones that are increasingly widespread in all fields, of course, should be a potential opportunity for the government to increase the efficiency and effectiveness of public service delivery. In developed countries, public services are now being implemented without face-to-face meetings, where all required services can be accessed via smartphones, so that all desired needs can be done easily. The stages in using public service information system technology applications include the following.

1. The structure of government positions related to public services, where the application has a government structure facility based on positions that are always updated, starting from the position of RT head, Lurah, Camat, and all Head of Service and Head of Section positions in all agencies related to the provision of public services.

2. The application provides a determination of the type of service provided, along with electronic service forms that can be filled in by the applicant.

3. The application provides information on the requirements that must be met to obtain the desired service.

4. Applicants can find out directly from the application about the stages that must be fulfilled in fulfilling the desired service.

5. Application facilities that can provide convenience in electronic document validation

6. Final completion of the electronically verified service process.

7. Delivery of information about the results of services provided to the community who fulfill certain service needs.

The simple concept of the presentation regarding the provision of public services based on the service information system can be seen in the following image.

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                    ┌──────────────────────────────────┐◄────────────┐
                    │ COMMUNITIES THAT NEED SERVICES     │             │
                    └──────────────────────────────────┘             │
                                  ▼                                   │
┌──────────────────┐    ┌──────────────────┐                         │
│ Downloaded via   │────│ SERVICE          │                         │
│ smartphone       │    │ APPLICATION      │                         │
└──────────────────┘    └──────────────────┘                         │
                                  ▼                                   │
                        ┌──────────────────┐                         │
                        │ Menu Types of    │─────────────┐           │
                        │ Services Provided │             │           │
                        └──────────────────┘             ▼           │
                                  ▼               ┌──────────────┐    │
                        ┌──────────────────┐      │ Service forms │    │
                        │ Electronic Document │    └──────────────┘    │
        ┌───────────────│ Validation        │           ▼            │
        ▼               └──────────────────┘    ┌──────────────────┐  │
┌──────────────┐                                 │ Details of service│  │
│ RT Head      │                                 │ terms             │  │
└──────────────┘                                 │ 1. KTP photo      │  │
        ▼                                         │ 2. Family Card    │  │
┌──────────────┐                                 │    Photo          │  │
│ Ward         │                                 │ 3. And others     │  │
└──────────────┘                                 └──────────────────┘  │
        ▼                                                               │
┌──────────────┐                                                        │
│ Subdistrict  │                                                        │
└──────────────┘                                                        │
                        ┌──────────────────────┐                        │
                        │ Services/Agencies     │────────────────────────┘
                        │ Related to Services   │
                        │ Provided              │
                        └──────────────────────┘
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Decision Document /
information on the results of
services provided

If the public service information system can be implemented, then the public and government employees will not be bothered by piles of documents or authorization of document approval from authorized officials. The advantages and disadvantages/obstacles that may occur considering that each region or area has different government characteristics are as follows.

Superiority:
1. Ease of understanding of service procedures
2. Efficiency of the work process or service administration
3. There are no more long queues
4. Avoid losing service documents, and can be accessed anytime and anywhere.
5. The level of community welfare has the potential to increase, due to the ease in processing population documents, permits, and other necessary information.

Weaknesses/constraints:
1. The limited number of experts who can fully understand public services, management information systems, and the legal aspects of public services.
2. Limited public understanding of the use of public service information systems
3. Human resources, in the form of government employees who understand the importance of public service information systems.
4. The cost of developing a complete and comprehensive public service information system is still relatively expensive, and still requires continuous improvements to keep it updated.

5. Network infrastructure as a supporter of public service information systems that are not yet evenly available in all regions.

CONCLUSION

Public service information systems are a very important need and need to be considered in their realization and implementation, so that the government and the community can utilize information technology properly according to public service needs. The advancement of information technology today is a very supportive factor in being able to implement the use of public service information systems. The components of this public service information system include service applications, authorized government official structures, competent government employees, and clear service procedures. This can be realized along with the level of need for efficiency in the implementation of task performance and service delivery from government employees to the public.

Although there are advantages to utilizinginformation system of public services based on information technology, there are still weaknesses or obstacles, among others, limited human resources and experts, understanding of employees and the community that is not yet optimal, the budget to build the information system, and limited information technology network infrastructure. However, efforts to realize the public service information system can be carried out within a scope that meets the feasibility, so that its growth can be targeted appropriately so that it can be realized comprehensively.

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